

Last Received: 10/26/2012 4:04 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	().UPTON FOR ALL OF US
Product	UPTON DOE ALL OF US
Estimate#	3239
Buyer	BEN ANGLE
Phone#	
Fax#	

Agency () NATIONAL MEDIA RESEARCH
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 226/406/3239
Flight Dates 10/30/2012 - 11/05/2012
Hiatus Weeks

G Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	5A-6A		:30	\$150.00	10/30-11/02	4	1	4	\$600.00	
		Buyline Comment: NEWS										
	2	M	5A-6A		:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
		Buyline Comment: NEWS										
	3	TU-F	6A-7A		:30	\$400.00	10/30-11/02	8	1	8	\$3,200.00	
		Buyline Comment: NEWS										
	4	M	6A-7A		:30	\$400.00	11/05-11/05	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	5	TU-F	7A-9A		:30	\$650.00	10/30-11/02	4	1	4	\$2,600.00	
		Buyline Comment: TODAY SHOW										
	6	M	7A-9A		:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
		Buyline Comment: TODAY SHOW										
	7	SA	6A-7A		:30	\$150.00	11/03-11/03	2	1	2	\$300.00	
		Buyline Comment: NEWS										
	8	SA	7A-8A		:30	\$275.00	11/03-11/03	2	1	2	\$550.00	
		Buyline Comment: NEWS										
	9	SA	8A-10A		:30	\$375.00	11/03-11/03	2	1	2	\$750.00	
		Buyline Comment: SAT TODAY										
	10	SU	6A-7A		:30	\$125.00	11/04-11/04	2	1	2	\$250.00	
		Buyline Comment: NEWS										

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	11	SU	7A-8A		:30	\$250.00	11/04-11/04	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	12	SU	8A-9A		:30	\$600.00	11/04-11/04	1	1	1	\$600.00	
				Buyline Comment: SUN TODAY								
	13	TU-F	12P-1P		:30	\$225.00	10/30-11/02	4	1	4	\$900.00	
				Buyline Comment: NEWS								
	14	M	12P-1P		:30	\$225.00	11/05-11/05	1	1	1	\$225.00	
				Buyline Comment: NEWS								
	15	TU-F	530P-6P		:30	\$675.00	10/30-11/02	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				SPOTS N/A								
	16	M	530P-6P		:30	\$675.00	11/05-11/05	1	1	1	\$675.00	
				Buyline Comment: NEWS								
	17	TU-F	6P-630P		:30	\$1,125.00	10/30-11/02	4	1	4	\$4,500.00	
				Buyline Comment: NEWS								
	18	M	6P-630P		:30	\$1,125.00	11/05-11/05	1	1	1	\$1,125.00	
				Buyline Comment: NEWS								
	19	SA	6P-630P		:30	\$400.00	11/03-11/03	0	0	0	\$0.00	
				Buyline Comment: NEWS								
	20	SA	630P-7P		:30	\$375.00	11/03-11/03	0	0	0	\$0.00	
				Buyline Comment: MARANDA: WHERE U LIVE								
	21	SA	330P-7P		:30	\$450.00	11/03-11/03	2	1	2	\$900.00	
				Buyline Comment: COLLEGE FOOTBALL								

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	22	SU	7P-8P		:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
				Buyline Comment: FOOTBALL NIGHT IN AMER								
	23	TU-F	11P-1135P		:30	\$900.00	10/30-11/02	4	1	4	\$3,600.00	
				Buyline Comment: LATE NEWS								
	24	M	11P-1135P		:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
				Buyline Comment: LATE NEWS								
	26	SU	1130P-12A		:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
				Buyline Comment: LATE NEWS								
	27	TU-F	1135P-1235A		:30	\$300.00	10/30-11/02	4	1	4	\$1,200.00	
				Buyline Comment: TONIGHT SHOW								
	28	M	1135P-1235A		:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
				Buyline Comment: TONIGHT SHOW								
	29	SA	1130P-1A		:30	\$600.00	11/03-11/03	1	1	1	\$600.00	
				Buyline Comment: SNL								
	30	SU	6P-7P		:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
				Buyline Comment: NEWS								
	31	TU-F	7P-730P		:30	\$450.00	10/30-11/02	4	1	4	\$1,800.00	
				Buyline Comment: INSIDE EDITION								
	32	M	7P-730P		:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
				Buyline Comment: INSIDE EDITION								
	35	SA	7P-8P		:30	\$150.00	11/03-11/03	1	1	1	\$150.00	
				Buyline Comment: ACCESS HOLLYWOOD								

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	36	TU-F	9A-10A		:30	\$300.00	10/30-11/02	1	1	1	\$300.00	
				Buyline Comment: TODAY								
	37	TU-F	10A-11A		:30	\$200.00	10/30-11/02	1	1	1	\$200.00	
				Buyline Comment: TODAY								
	38	TU-F	430A-459A		:30	\$25.00	10/30-11/02	1	1	1	\$25.00	
				Buyline Comment: NEWS								
	39	SU	12A-1230A		:30	\$250.00	11/04-11/04	1	1	1	\$250.00	
				Buyline Comment: THE OT								
	40	TU-F	530P-6P		:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
				Buyline Comment: NEWS								
				MKGD FOR SPOTS N/A LN 15								
	41	TU-F	7A-9A		:30	\$650.00	10/30-11/02	1	1	1	\$650.00	
				Buyline Comment: TODAY SHOW								
				MKGD FOR SPOTS N/A LN 15								
	42	TU-F	430A-459A		:30	\$50.00	10/30-11/02	1	1	1	\$50.00	
				Buyline Comment: NEWS								
				MKGD FOR SPOTS N/A LN 15								

---REPORT TOTALS---

Report Totals: 71 / \$33,500.00

---SALES MONTHLY TOTALS---

Nov 12: 71 / \$33,500.00

Sales Totals: 71 / \$33,500.00

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Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

Station Totals: 71 / \$33,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$33,500	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE